

WHAT IS CLAIMED IS:

- 1 1. A method comprising the steps of:
2 watching a datastream representing a page for delivery to a client via a network;
3 determining if an advertisement subject to display restrictions is identified in said datastream;
4 and
5 determining if said advertisement is restricted from being displayed in said page in response
6 to a content analysis of said datastream.
- 1 2. The method of claim 1 wherein said content analysis of said datastream comprises a matching
2 against a predetermined set of key items.
- 1 3. The method of claim 2 wherein said step of determining if said advertisement is displayed
2 comprises the step of scanning said page for instances of said key items.
- 1 4. The method of claim 2 wherein said step of determining if said advertisement is displayed
2 includes the steps of:
3 determining a number of matched key items in content of said page; and
4 determining if said number of matched key items is less than a predetermined lower
5 threshold.
- 1 5. The method of claim 4 wherein said advertisement is displayed if said number of matched
2 key items is less than said predetermined lower threshold.
- 1 6. The method of claim 4 further comprising the step of, if said number of matched key items
2 is not less than said predetermined lower threshold, determining if said number of matched key items

3 is not less than a predetermined upper threshold, and wherein said advertisement does not display
4 if said number of matched key items is not less than said predetermined upper threshold.

1 7. The method of claim 6 wherein said lower threshold does not equal said upper threshold, the
2 method further comprising the step of, if said number of matched key items is greater than said
3 predetermined lower threshold and less than said predetermined upper threshold, launching an
4 exception process, wherein said exception process for determining if said advertisement is displayed
5 in accordance with a permission received from a sponsor of said advertisement.

1 8. The method of claim 6 further comprising the step of tallying fulfillment data if said
2 advertisement does not display.

1 9. The method of claim 1 wherein said content analysis of said datastream comprises a semantic
2 parsing of said datastream.

1 10. A computer program product embodied in a machine readable storage medium, the program
2 product comprising a program of instructions for performing the steps of:

3 watching a datastream representing a page for delivery to a client via a network;

4 determining if an advertisement subject to display restrictions is identified in said datastream;

5 and

6 determining if said advertisement is restricted from being displayed in said page in response
7 to a content analysis of said datastream.

1 11. The program product of claim 10 wherein said content analysis of said datastream comprises
2 a matching against a predetermined set of key items.

1 12. The program product of claim 11 wherein said instructions for performing the step of
2 determining if said advertisement is displayed comprises instructions for performing the step of
3 parsing said page for instances of said key items.

1 13. The program product of claim 12 wherein said instructions for step of determining if said
2 advertisement is displayed includes the instructions for performing the steps of:

3 determining a number of matched key items in content of said page; and

4 determining if said number of matched key items is less than a predetermined lower
5 threshold.

1 14. The program product of claim 13 wherein said advertisement is displayed if said number of
2 matched key items is less than said predetermined lower bound.

1 15. The program product of claim 13 further comprising instructions for, if said number of
2 matched key items is not less than said predetermined lower threshold, performing the step of
3 determining if said number of matched key items is not less than a predetermined upper threshold,
4 and wherein said advertisement does not display if said number of matched key items is not less than
5 said predetermined upper threshold.

1 16. The program product of claim 15 wherein said lower threshold does not equal said upper
2 threshold, the program product further comprising instructions for performing the step of, if said
3 number of matched key items is greater than said predetermined lower threshold and less than said
4 predetermined upper threshold, launching an exception process, wherein said exception process for
5 determining if said advertisement is displayed wherein said exception process for determining if said
6 advertisement is displayed in accordance with a permission received from a sponsor of said
7 advertisement.

1 17. The program product of claim 15 further comprising instructions for performing the step of
2 tallying fulfillment data if said advertisement does not display.

1 18. The program product of claim 10 wherein said content analysis of said datastream comprises
2 a semantic parsing of said datastream.

1 19. A system, comprising:

2 a memory unit operable for storing a computer program operable for generating pages; and
3 a processor coupled to said memory unit, wherein said processor, responsive to said computer
4 program, comprises:

5 circuitry operable for watching a datastream representing a page for delivery to a
6 client via a network;

7 circuitry operable for determining if an advertisement subject to display restrictions
8 is identified in said datastream; and

9 circuitry operable for determining if said advertisement is restricted from being
10 displayed in said page in response to content analysis of said datastream.

1 20. The system of claim 19 wherein said content analysis of said datastream comprises a
2 matching against a predetermined set of key items.

1 21. The system of claim 20 wherein said circuitry operable for determining if said advertisement
2 is displayed comprises circuitry operable for parsing said page for instances of said key items

1 22. The system of claim 21 wherein said circuitry operable for determining if said advertisement
2 is displayed includes:

3 circuitry operable for determining a number of matched key items in content of said page;
4 and

5 circuitry operable for determining if said number of matched key items is less than a
6 predetermined lower threshold.

1 23. The system of claim 22 wherein said advertisement is displayed if said number of matched
2 key items is less than said predetermined lower bound.

1 24. The system of claim 22 wherein said processor, responsive to said computer program, further
2 comprises circuitry operable for, if said number of matched key items is not less than said
3 predetermined lower threshold, determining if said number of matched key items is not less than a
4 predetermined upper threshold, and wherein said advertisement does not display if said number of
5 matched key items is not less than said predetermined upper threshold.

1 25. The system of claim 24 wherein said lower threshold does not equal said upper threshold,
2 the processor, responsive to said computer program, further comprises circuitry operable for, if said
3 number of matched key items is greater than said predetermined lower threshold and less than said
4 predetermined upper threshold, launching an exception process, wherein said exception process for
5 determining if said advertisement is displayed wherein said exception process for determining if said
6 advertisement is displayed in accordance with a permission received from a sponsor of said
7 advertisement.

1 26. The system of claim 24 wherein said processor, responsive to said computer program, further
2 comprises circuitry operable for tallying fulfillment data if said advertisement does not display.

1 27. The system of claim 19 wherein said content analysis of said datastream comprises a
2 semantic parsing of said datastream.

1 28. A method comprising:
2 watching a datastream representing a page for delivery to a client via a network;
3 determining if an advertisement subject to display restrictions is identified in said datastream;
4 determining if said advertisement is displayed in said page in response to a predetermined
5 set of key items, wherein said step of determining if said advertisement is displayed includes the
6 steps of:
7 determining a number of matched key items in content of said page; and
8 determining if said number of matched key items is less than a predetermined lower
9 threshold; and
10 if said number of matched key items is not less than said predetermined lower threshold,
11 determining if said number of matched key items is not less than a predetermined upper threshold,
12 and wherein said advertisement does not display if said number of matched key items is not less than
13 said predetermined upper threshold.